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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/541,443	03/31/2000	Rick Dedrick	042390.P7955	3695
7590	12/11/2003		EXAMINER	
Blakely Sokoloff Taylor & Zafman LLP Donna Jo Coningsby 12400 Wilshire Boulevard 7th Floor Los Angeles, CA 90025			GREENE, DANIEL L	
			ART UNIT	PAPER NUMBER
			3621	
DATE MAILED: 12/11/2003				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Advisory Action</b>	Applicant No. .	Applicant(s)
	09/541,443	DEDRICK ET AL.
	Examiner	Art Unit
	Daniel L. Greene	3621

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 17 November 2003 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b)]

a)  The period for reply expires \_\_\_\_\_ months from the mailing date of the final rejection.  
 b)  The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.  
 ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1.  A Notice of Appeal was filed on \_\_\_\_\_. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
2.  The proposed amendment(s) will not be entered because:
  - (a)  they raise new issues that would require further consideration and/or search (see NOTE below);
  - (b)  they raise the issue of new matter (see Note below);
  - (c)  they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
  - (d)  they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: \_\_\_\_\_.

3.  Applicant's reply has overcome the following rejection(s): \_\_\_\_\_.
4.  Newly proposed or amended claim(s) \_\_\_\_\_ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
5.  The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
6.  The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
7.  For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: \_\_\_\_\_.

Claim(s) objected to: \_\_\_\_\_.

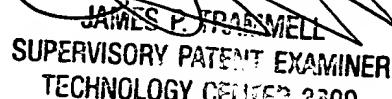
Claim(s) rejected: \_\_\_\_\_.

Claim(s) withdrawn from consideration: \_\_\_\_\_.

8.  The drawing correction filed on \_\_\_\_\_ is a) approved or b) disapproved by the Examiner.

9.  Note the attached Information Disclosure Statement(s) ( PTO-1449) Paper No(s) \_\_\_\_\_.

10.  Other: \_\_\_\_\_.

  
 JAMES P. TRAMMELL  
 SUPERVISORY PATENT EXAMINER  
 TECHNOLOGY CENTER 2800

Continuation of 5. does NOT place the application in condition for allowance because: One cannot show non-obviousness by attacking the references individually where the rejection is based on a combination of references. In re Young, 159 USPQ 725 (CCPA 1968) The Applicant argues that Roberts and Leyba do not show the limitation each is missing when the missing limitation is taught by the other and used in conjunction with each other. The Examiner submits that the two references as combined in the Office Action teaches the limitations of the application. The Applicant further argues that what is unique, original and novel about her Application is " aUSER having ONE of a plurality of USER ACCOUNTS. In other words, the USER is a member of a lending entity that is also providing access to his licensed item. That would be the same as Bill Gates providing his software for use through an electronic asset lending library and also being a member of the same electronic asset library. The licensing agreement used by the electronic lending library is obviously established with the originator's input/interest incorporated into the terms of the license. A User belonging to an entity that is licensing/marketing his electronic asset and being a member of the same lending entity to avail himself to others electronic asset is not original or unique as detailed in the previous Office Action. In reference to claims 22-26 and the Wyman reference, a reference is to be considered not only for what it expressly states, but for what it would reasonably have suggested to one of ordinary skill in the art. In re DeLisle, 160 USPQ 806 (CCPA 1969). The Applicant argues that the unique limitation is that the assignee(user) has another one of the plurality of user accounts. This limitation is a rewording of the previous independent claims and does not introduce new or unique limitations. .